

### CLAIM AMENDMENTS

1. (Currently Amended) A display apparatus comprising a flexible and malleable display member comprising a flexible electronic pixel array and a control unit provided at one end of the display member, the display member being in the form of a strip of a size suitable to be positioned around a limb of a user.

2. (Cancelled)

3. (Currently Amended) A display apparatus according to claim [[2]]1, in which the malleable display member is sufficiently stiff as to retain its shape without the need for a latch or other retainer.

4. (Original) A display apparatus according to claim 3, in which the malleable display member is a strip or band of thin metal or plastic and which is initially axially straight and transversely concave.

5. (Currently Amended) A display apparatus according to claim 1, in which the display member comprises an electro-luminescent, organic light emitting diode, light emitting polymer, or organic liquid crystal display bonded to a malleable strip.

6. (Currently Amended) A display apparatus according to claim 5, in which the display member comprises a rubber backing, a strip of thin steel forming said malleable strip, said electro-luminescent, organic light emitting diode, light emitting polymer, or organic liquid crystal display, a filter layer, and an anti-moisture covering.

7. (Currently Amended) A display apparatus according to claim 1, in which the control

unit ~~can be~~ is releasably secured to a distal portion of the display member ~~by a buckle or clasp~~.

8. (Currently Amended) A display apparatus according to claim 1, in which controls are provided on the display member or on the control unit.

9. (Currently Amended) A display apparatus according to claim 8, in which said controls are in the form of touch-sensitive areas ~~on the display member~~.

10. (Previously Presented) A display apparatus according to claim 1, in which the control unit comprises a timing circuit and the display member is adapted to display time indicia, whereby the apparatus functions as a watch.

11. (Previously Presented) A display apparatus according to claim 1, in which the control unit comprises means for generating visual patterns on the display member, whereby the apparatus functions as an electronic bracelet.

12. (Currently Amended) A display apparatus according to claim 1, in which the display member is removably attached to the control unit, whereby the display member can be detached and replaced with an alternative design or size to suit the ~~individual~~ user.

13. (Currently Amended) A display apparatus according to claim 3, in which the display member comprises an electro-luminescent, organic light emitting diode, light emitting polymer, or organic liquid crystal display bonded to a malleable strip.

14. (Currently Amended) A display apparatus according to claim 4, in which the

display member comprises an electro-luminescent display, organic light emitting diode, light emitting polymer, or organic liquid crystal bonded to a malleable strip.

15. (Currently Amended) A display apparatus according to claim [[2]]1, in which the control unit comprises a timing circuit and the display member is adapted to display time indicia, whereby the apparatus functions as a watch.

16. (Previously Presented) A display apparatus according to claim [[2]]1, in which the control unit comprises means for generating visual patterns on the display member, whereby the apparatus functions as an electronic bracelet.

17. (Previously Presented) A display apparatus according to claim [[2]]1, in which the display member is removably attached to the control unit, whereby the display member can be detached and replaced with an alternative design or size to suit the individual.

18. (Previously Presented) A display apparatus according to claim 7, in which the control unit comprises a timing circuit and the display member is adapted to display time indicia, whereby the apparatus functions as a watch.

19. (Previously Presented) A display apparatus according to claim 7, in which the control unit comprises means for generating visual patterns on the display member, whereby the apparatus functions as an electronic bracelet.

20. (Previously Presented) A display apparatus according to claim 7, in which the display member is removably attached to the control unit, whereby the display member can be detached and replaced with an alternative design or size to suit the individual.

21. (New) A display apparatus comprising a flexible display member comprising a flexible electronic pixel array and a control unit provided at one end of the display member, the display member being in the form of a strip of a size suitable to be positioned around a limb of a user, in which the display member is readily removable from the control unit, whereby the display member can be detached and replaced with an alternative design or size to suit the user.

22. (New) A display apparatus according to claim 21, in which the display member is malleable.

23. (New) A display apparatus according to claim 22, in which the malleable display member is sufficiently stiff as to retain its shape without the need for a latch or other retainer.

24. (New) A display apparatus according to claim 22, in which the malleable display member is a strip or band of thin metal or plastic and which is initially axially straight and transversely concave.

25. (New) A display apparatus according to claim 21, in which the display member comprises an electro-luminescent, organic light emitting diode, light emitting polymer, or organic liquid crystal display bonded to a malleable strip.

26. (New) A display apparatus according to claim 25, in which the display member comprises a rubber backing, a strip of thin steel forming said malleable strip, said electro-luminescent, organic light emitting diode, light emitting polymer, or organic liquid crystal display, a filter layer, and an anti-moisture covering.

27. (New) A display apparatus according to claim 21, in which the control unit is releasably secured to a distal portion of the display member.

28. (New) A display apparatus according to claim 21, in which controls are provided on the display member or on the control unit.

29. (New) A display apparatus according to claim 21, in which said controls are in the form of touch-sensitive areas.

30. (New) A display apparatus according to claim 21, in which the control unit comprises a timing circuit and the display member is adapted to display time indicia, whereby the apparatus functions as a watch.

31. (New) A display apparatus according to claim 21, in which the control unit comprises means for generating visual patterns on the display member, whereby the apparatus functions as an electronic bracelet.

32. (New) A display apparatus according to claim 21, in which the display member is removably attached to the control unit, whereby the display member can be detached and replaced with an alternative design or size to suit the user.

33. (New) A display apparatus according to claim 21, in which a flexible electronic pixel array is provided on both sides of the display member.

34. (New) A display apparatus according to claim 21, further including a sound sensor.

35. (New) A display apparatus according to claim 1, in which a flexible electronic pixel array is provided on both sides of the display member.

36. (New) A display apparatus according to claim 1, further including a sound sensor.

37. (New) A display apparatus comprising a flexible and malleable display member comprising a flexible electronic pixel array and a control unit, the display member being in the form of a strip of a size suitable to be positioned around a limb of a user.

38. (New) A display apparatus comprising a flexible display member comprising a flexible electronic pixel array and a control unit, the display member being in the form of a strip of a size suitable to be positioned around a limb of a user, in which the display member is readily removable from the control unit, whereby the display member can be detached and replaced with an alternative design or size to suit the individual.